GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3970
ANSWERED ON:17.08.2001
VISIT OF DELEGATION TO JAPAN AND USA
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Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether a 35 member strong entertainment industry delegation from India had a 10 day visit to Japan and the USA between June 10 and 20 of 2001 under the aegis of the Federation of Indian Chambers of Commerce and Industry (FICCI);

(b) if so, whether these visits have proved successful;

(c) whether she also joined the discussion with Japanese entertainment industry;

(d) if so, whether the main purpose of the Federation of Commerce and Industry was to help the entertainment industry to develop;

(e) whether it is expected to improve the segments of films, television broadcasting, cable television and television software;

(f) if so to what extent the India has achieved success after these visits?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ

(a) to (f): Yes Sir. A FICCI delegation led by the Minister of Information & Broadcasting visited Japan and USA from 12th - 20th June 2001.

The objective of the visit of the delegation to Japan & USA was to show case internationally the achievements and potential of the Indian Entertainment Industry and to explore fresh avenues for business development. Some immediate achievements of the visit are:
(i) The possibility of more Indian films being released in Japan, with the NHK considering to increase the number of Indian films screened by them;
(ii) Talks have been initiated by Indian companies with their Japanese counter parts for doing animation work in India;
(iii) An increased interest evinced by US companies and International Finance Corporation (IFC) in funding the media and broadcast sectors and
(iv) An offer of assistance from Motion Picture Association of America (MPA) to help curb piracy of Indian films in the US. In addition, the members of the delegation got extensive opportunity to interact with their overseas counterparts.